

BEST PRACTICE: ERFOLGREICH MANAGEN

15 Prominente Unternehmer &
ihre Erfolgsgeheimnisse

Herausgegeben von Simone Janson



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Best Practice: Successful Management

15 prominent entrepreneurs and their secrets of success

Simone Janson (ed.)

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because in this book, 15 prominent entrepreneurs tell of their sometimes very individual secrets of success. Exclusive interviews with LinkedIn founder Konstantin Guericke, Shutterstock founder Jon Oringer and Reinhold Messner, among others, are the result.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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experiences and continuous learning are the keys to long-term success. Therefore, we invite you to explore our Academy and benefit from the diverse learning opportunities.

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One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your

personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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Be arrogant, treat customers and employees like idiots: Apple's recipe for success

// By Wolfgang Hanfstein

There are thousands of books on the topics "Success" and "Making a career". What is not in any of these books are tips like: "Be arrogant. Don't listen to your customers. Treat your employees as if they were idiots. Act like an asshole." But if you read the Inside Apple report, you'll find that's exactly what Steve Jobs was all about. Should they be imitated? Your decision!

Revel novel instead of non-fiction

You shouldn't talk badly about the dead. Unfortunately or luckily Adam Lashinsky doesn't stick to it. His report on the most successful and valuable IT company in the world is more like an unveiling novel than a non-fiction book.

Lashinsky takes you to "Inside Apple" on the mysterious Apple campus and takes you to internal strategy sessions. This is incredibly exciting and often surprising. Because Lashinsky never minds his words when he talks about lousy machinations and human abysses.

The customers were not asked

Above all the book shakes massively the Nimbus of the once most important manager and visionary of the IT-industry: Steve Jobs. The ex-Apple boss is drawn as an egocentric loner, "narcissistically moody, not paying attention to the feelings of others".

At the same time, Lashinsky also describes how Jobs' authoritarian leadership style could lay the foundation for the universal triumph of the current i-products. Jobs has always consistently followed his path without ever doubting his decisions. "It is well known that Jobs decided what customers want. He did not ask them for their opinion".

Talk too much, you fly

Secrecy is an integral part of Apple's corporate culture. Often, employees don't even know what their colleague is doing. According to Lashinsky, talking about one's own projects is taboo - even within the family circle.

Denny who talks too much, flies. The fear of sanctions still seems to be omnipresent at Apple and not limited to the lower positions. "In fact, Apple has a

popular saying: Everyone who's with Apple wants to get out, and everyone who's not there wants to get in."

What comes after jobs

Lashinsky also describes the post-job era in detail in his book with Tim Cook at the head, whom he outes as a pedant in love with tables, "without any humour".

And he agrees with the forecast that Apple will publish successful products even after jobs, but will no longer be able to meet the enormous pressure of expectations as an innovator for the entire IT world.

Availing song on Appel?

Sounds like a swan song, but is the logical consequence of a continuous development, which Lashinsky tells impressively.

Conclusion: "Inside Apple" is a very critical look into the most important minds and behind the scenes of the computer group. The book will polarize, not only because of the relentlessly open narrative style. If you want to understand what made Apple so successful, you have to read it.